EXHIBIT 161 REDACTED



FAN Bidding in to DRX and AdMob

ACM April 28, 2017

glevitte@, samcox@,

Confidential + Proprietary

HIGHLY CONFIDENTIAL GOOG-TEX-00969653

RECAP

Why does header bidding exist?

PUBLISHER

- No FOMO, allows all buyers/markets to compete simultaneously
- Closes the gap between first and second price (AdX average)
- Puts latency at the front (consistent) instead of at the back (inconsistent)

Leverages DFP for better programmatic ad experiences and programmatic guarantees

ADVERTISER

- DSPs / Networks avoid SSP rev shares increasing profit margins and/or payouts to pubs
- Allows buyers to "own" the supply chain, protects from disintermediation, promotes privilege
- Increases placement/user opportunity volume

Google Confidential + Proprietary

HIGHLY CONFIDENTIAL GOOG-TEX-00969706

Jedi vs. HB

	нв	<mark>Jedi</mark>
Cost	Low	High
Deals	Yes	No
Volume of demand partners	High	Low
Configurability	High	Low
Restrictiveness (policy)	Low	High
Restrictiveness (execution)	Low	High
Transparency	High	Low
Buyer integration difficulty	Low	High
Seller integration difficulty	High	Low
Payment simplicity	Low	High

Google Confidential + Proprietary

HIGHLY CONFIDENTIAL GOOG-TEX-00969707